

*“Led by consumers,
driven by science,
enhancing satisfaction”*

Robert Burton
Director, Corporate & Regulatory Affairs



WHITE CLOUD
ELECTRONIC CIGARETTES

Objectives for meeting

- Introduce OMB to White Cloud (electronic cigarettes)
- Demonstrate our commitment to:
 - Quality
 - Safety
 - Efficacy
- Provide OMB with examples of our ethical business approach and anecdotes from customers (stating their views as ex-smokers)
- Highlight our support and desire for science & evidence-based regulation, but that Grandfather date would destroy innovation and companies

About White Cloud:

- Formed in 2008
- Based in Tarpon Springs, Florida
- Named #1 small business in Tampa Bay area 2014
- Company developed on mainly internet sales
- Very high repeat purchase/consumer loyalty
- Science-based, consumer-led product portfolio

We, at White Cloud, develop products based upon consumer insight, integrated with a strong focus upon science, innovation and efficacy.

Example: USF Primary research in to behavioral aspects of smokers/vapers



WHITE CLOUD
ELECTRONIC CIGARETTES

At White Cloud, we target our products at adult smokers looking for an alternative to existing combustible products as well as existing electronic cigarette users looking for better quality products

Example: Age verification platform developed with LexisNexis



It is our aim at White Cloud to manufacture products using the best available technology and ingredients. If that technology doesn't exist, then it is our aim to develop it, either ourselves, or in collaboration with the most qualified partners.

Example: US-based (ISO) manufacturing



Our long term goal is to be the technical and quality benchmark for the rest of the industry, while maintaining the most loyal consumer base.

Example: In-house R&D driving innovation and control



Summary

- US-sourced ingredients
- US-based manufacture
- Scientific affiliations
- Published research
- New product development (in-house R&D)
- US-based patents
- Internationally recognized experts
- Inadequate funding to meet current proposals
- Customers stating they would go back to smoking if e-cigs were banned/overly restricted by FDA regulations

Thank you

Questions/discussion



WHITE CLOUD
ELECTRONIC CIGARETTES